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- (71) Applicant (for all designated States except US): KONIN-KLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): PETERS, Marc, A. [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). VAN DEN BOOMEN, Wilhelmus, H., G., M. [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).
- (74) Agents: VERDONK, Peter, L., F., M. et al.; Prof. Holst-laan 6, NL-5656 AA Eindhoven (NL).

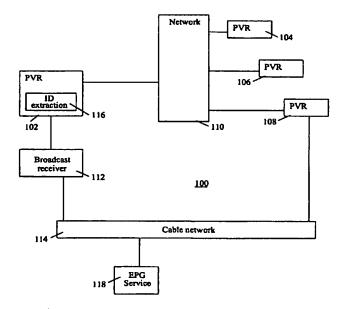
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[Continued on next page]

(54) Title: BROADCAST DRIVEN VIRTUAL COMMUNITY ON P2P NETWORK



(57) Abstract: Meta data accompanying a content broadcast includes an identifier of a group of peers on a P2P network. The group provides or shares a service to enable peers to connect and interact via the P2P network within the context of the broadcast.